

In the Claims:

Please amend the claims as follows:

Claims 1-14 (Withdrawn)

15. (Previously Amended) A wrap-around advertising surface having a width and a length for affixing to a railing, said wrap-around surface comprising:

a skin layer having an outer surface and an inner surface, said outer surface having printed indicia forming a visual image;

a backing layer having an outer surface and an inner surface, said outer surface of said backing layer permanently adhered to said inner surface of said skin layer;

a 4-way stretchable material layer with a stretchable outer surface and a stretchable inner surface, said outer surface of said stretchable layer adhered permanently to said inner surface of said backing layer; and

said inner surface of said 4-way stretchable material layer having a layer of releasable adhesive applied thereto.

16. (Currently Amended) A wrap-around surface as in claim 15 wherein said skin layer has a thickness ~~between~~ of about 0.5 millimeter ~~and to~~ about 6.25 millimeters.

17. (Original) A wrap-around surface as in claim 15 wherein said skin layer comprises expanded vinyl.

18. (Original) A wrap-around surface as in claim 17 wherein said expanded vinyl has a textured surface.

19. (Original) A wrap-around surface as in claim 17 wherein said expanded vinyl has a smooth surface.

20. (Original) A wrap-around surface as in claim 15 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

21. (Previously Amended) A wrap-around surface as in claim 15 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, elastomer rubber material, felt and paper.

22. (Original) A wrap-around surface as in claim 15 wherein said surface has a width substantially equal to the circumference of the railing.

23. (Currently Amended) A wrap-around surface as in claim 22 wherein said surface has alignment targets disposed along an axis parallel to ~~it's~~ the length of the railing.

24. (Currently Amended) A wrap-around surface of claim 23 wherein said alignment targets are approximate to lengthwise ends of said ~~grip~~ wrap-around surface.

25. (Original) A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by sublimation printing.

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26. (Original) A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

27. (Original) A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by wet ink printing.

28. (Original) A wrap-around surface as in claim 15 wherein said printed indicia is applied to said skin layer by digital graphics.

29. (Previously Amended) A wrap-around surface as in claim 15 wherein said stretchable layer comprises polyester film.

Claims 30-42 (Withdrawn)

43. (Previously Amended) An advertising system having a length and a width for presenting a visual image on a railing, said system comprising:

a 4-way stretchable material layer having an outer surface and an inner surface, said inner surface of said 4-way stretchable layer releasably adhered to the railing;

a backing layer having an outer surface and an inner surface, said inner surface of said backing layer permanently attached to said outer surface of said stretchable layer;

a skin layer having an outer surface and an inner surface, said inner surface of said skin layer permanently attached to said outer surface of said backing layer, and said skin layer having printed indicia on said outer surface of said skin layer forming the visual image; and

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said skin layer, said backing layer and said 4-way stretchable material layer each having a width substantially similar to the circumference of said railing, such that edges of said skin layer, said backing layer and said 4-way stretchable material layer abut when wrapped around said railing.

44. (Currently Amended) A system as in claim 43 wherein said skin layer has a thickness ~~between~~ of about 0.5 millimeter ~~and to~~ about 6.25 millimeters.

45. (Original) A system as in claim 43 wherein said skin layer comprises expanded vinyl.

46. (Original) A system as in claim 45 wherein said expanded vinyl has a textured surface.

47. (Original) A system as in claim 45 wherein said expanded vinyl has a smooth surface.

48. (Original) A system as in claim 43 wherein said skin layer is selected from the group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, woven fabric, urethane, rubber and foil.

49. (Previously Amended) A system as in claim 43 wherein said backing layer material is selected from the group comprising open cell foam, closed cell foam, elastomer rubber material, felt and paper.

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50. (Original) A system as in claim 43 wherein said surface has alignment targets disposed along an axis parallel to its length.

51. (Currently Amended) A system of claim 50 wherein said alignment targets are approximate to lengthwise ends of said ~~grip system~~.

52. (Original) A system as in claim 43 wherein said printed indicia is applied to said skin layer by sublimation printing.

53. (Original) A system as in claim 43 wherein said printed indicia is applied to said skin layer by heat pressure transfer process.

54. (Original) A system as in claim 43 wherein said printed indicia is applied to said skin layer by wet ink printing.

55. (Original) A system as in claim 43 wherein said printed indicia is applied to said skin layer by digital graphics.

56. (Original) A system as in claim 43 wherein said 4-way stretchable layer comprises polyester film.

Claim 57 (Withdrawn)

Claim 58 (Cancelled)